

## THE SPLENDOUR OF NAUVARI KACHA SAREE DRAPE-A STUDY ON POPULARITY

ASHWINI ATUL JOSHI

Assistant Professor, Acharya Institute of Graduate Studies, Soladevanahalli, Bengaluru, India

### ABSTRACT

*India is known as the land of culture and tradition, and saree being the most traditional Indian attire is loved by all cultures alike. Saree is the only attire that has been constant over the years. A woman looks most elegant and timeless in a saree. There are different varieties of saree in terms of fabric and cultural importance and so are the draping styles. Nauvari is a traditional saree drape gets its name from Nine-yard saree. In the present study an attempt has been made to understand the various draping styles of Nine-yard sarees, impact of movies in popularising these unique drapes, and also to know the customers views about these draping styles. The study reveals that majority of women respondents are aware of Nauvari kacha style draping, and they also strongly support that these saree drapes will help in upholding the Indian tradition and culture to the next generation.*

**KEYWORDS:** Nauvari, Drape, Kacha style, Saree & Tradition

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### 1. INTRODUCTION

Sari or saree is a piece of fabric draped by women in different styles. It is available in five to nine yards length. Saree is draped in many countries like India, Nepal, Bangladesh, Shrilanka. There are various traditional sarees like Paithani, Kanjeevaram, Mysore silk saree, Banaras saree, Ikat sarees etc. Different cultured women drape sarees in different styles, basic styles being either Nivi style or Kacha style drape.

Nivi style is tucking the one end of saree in waistline and draping the other end on the right or the left shoulders. Kacha drape is basically creating a Trouser like appearance by passing the excess saree folds between the legs and tucking at centre back waist.

The present study aims at investigating styles of 9-yard saree drapes, their significance, the material preference, and different cultured customers views about these sarees.

### AIM

The study focuses on understanding the unique styles of 9-yard sarees, and its significance.

### OBJECTIVES

To know the styles of drapes in nine- yard sarees.

To understand the significance of draping styles.

To highlight the role of Indian movies in preserving nauvari saree styles.

### Scope of the Study

Saree being a classic style, understanding the drape styles of different cultures is important. There is a huge scope in passing these culture-based attires to next generations to preserve their unique style, symbolism, and to uphold the tradition.

### Limitation of the Study

The study is limited to a small sample size.

### History of Nine-yard Sarees

Nine-yard saree drapes were introduced by Maratha women, who wanted to showcase their abilities, skills by helping their fellow male warriors during the war period. Hence for the comfort and ease of movement these trouser like drapes were invented. These nine-yard sarees signifies that a woman who takes care of the family can also protect the nation when required.



Figure 1: Queen Jhansi Rani Laxmibai in Nauvari Saree Drape.

### Styles in Kacha Saree Drapes

**Madisar or Koshavam** is a type of Kaccha style saree draped using Nine-yard saree by Tamil women of Iyer and Iyengar community.



Figure 2: Tamil Women in Madisar Drape.

**Nauvari** is another kaccha style draped by Maharashtrian women. These sarees are available in cotton, silk, and other blends in plain, printed, with and without border designs. The colours preferred are bright colours like red, yellow, orange. They are also available in shades of pink, blue, green and other colours. Gold or silver threads add rich look to these sarees.

Paithani is a traditional silk saree available in nine yards, draped by Maharashtrian women on special occasions.



**Figure 3: Mrs. Indubai Kanade (Author's Grandmother) in Brahmin Nauvari Drape.**

**Koli Drape** – This is another style Nauvari saree draped by Fisherwomen community of goa. This has two pieces, one piece is draped around the waistline with kacha style allowing for ease of movement, and another piece is draped on the both shoulders covering the chest line.



**Figure 4: Koli Drape.**

The Significance of these kaccha style nine-yard sarees are they are draped for all important occasions like marriage, Simantha (baby shower), puja, festivals, and death rituals. These sarees symbolise rich culture, purity, and graceful looks.

## METHODOLOGY

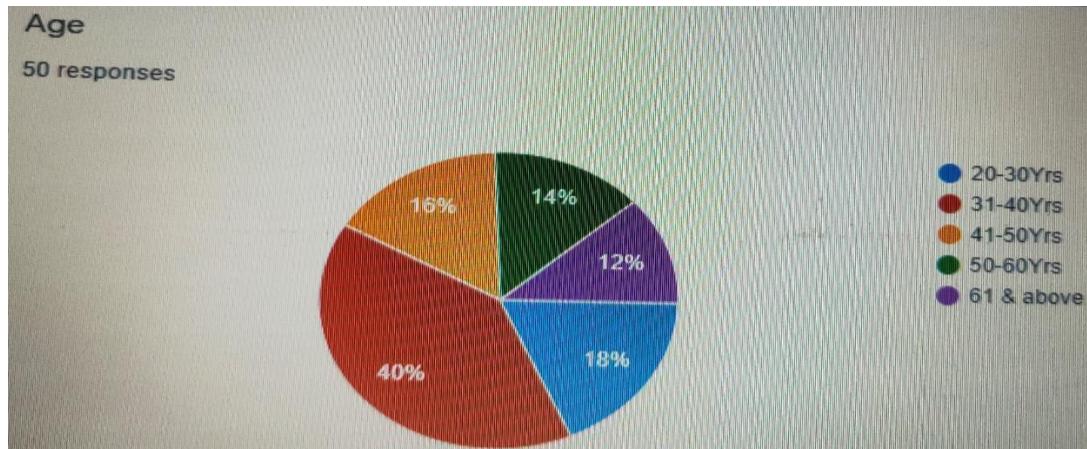
PHASE-1-Data Collection- Primary Data was collected through survey and interview method, using Google form questionnaire as a tool. 50 women were randomly selected from Hubli, Belgaum, Bengaluru city to gather the data. Secondary data was collected through books, and internet.

PHASE-2-Analysis of Data-Collected data was analysed in this phase.

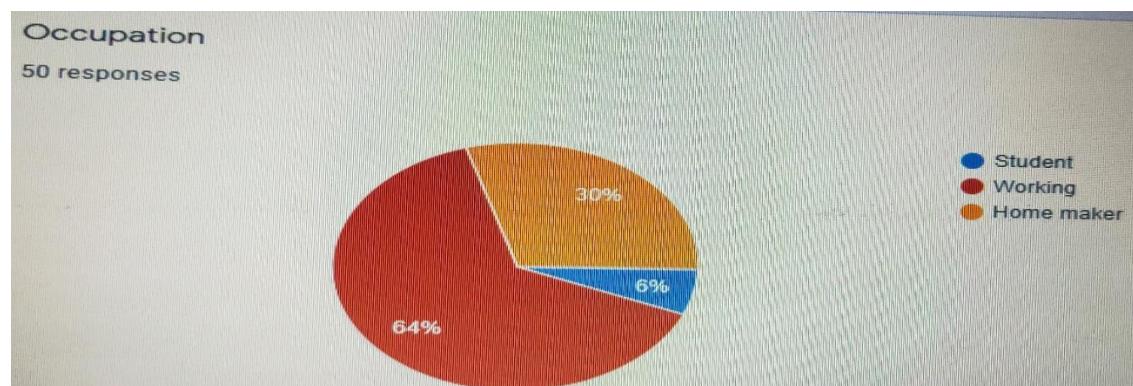
PHASE-3-Evaluation of Data- The analysed data was evaluated to get the results and conclusions.

## RESULTS AND DISCUSSIONS

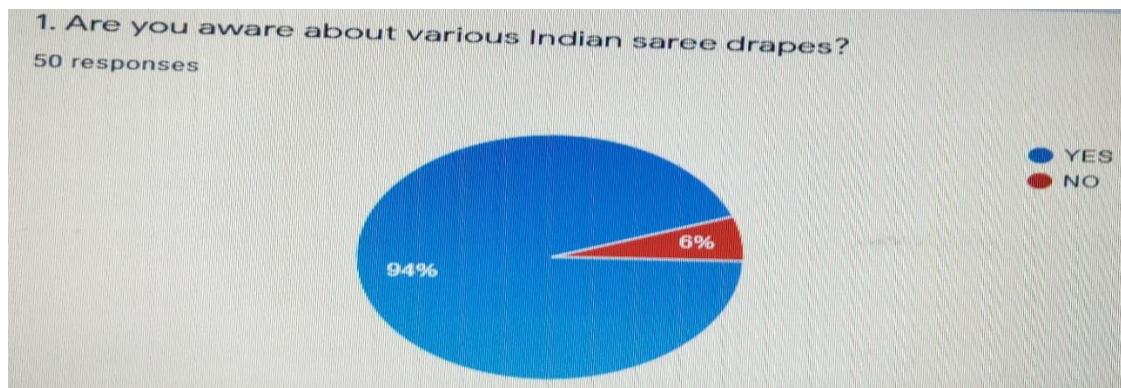
Graph-1-The below graph depicts the age of respondents in which 40% women belong to 31-40 Yrs.



Graph-2 The below graph shows the occupation of respondents.64% women are working,34% are Home makers and 6% are students.



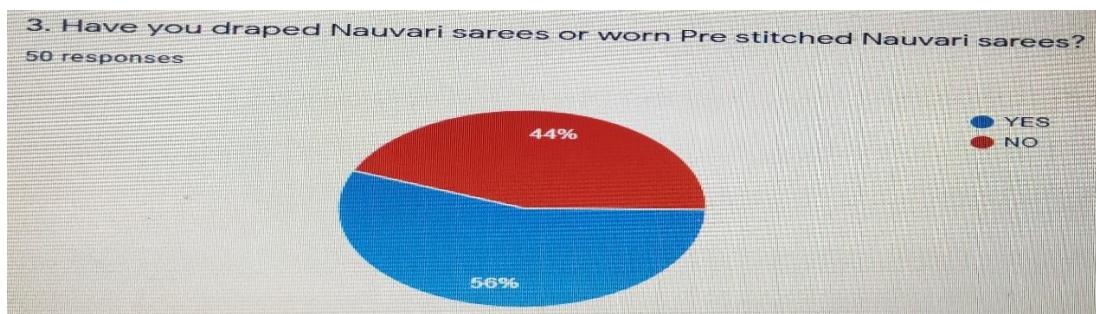
Graph-3 The graph shows 94% of respondents are aware about various Indian saree drapes.



Graph-4 The bar chart depicts awareness of various saree drapes among respondents, 96% women know regular Nivi style, 88% are aware about Maharashtrian Nauvari style, 86% Gujarati style and followed by other types of saree drapes which is a good sign.



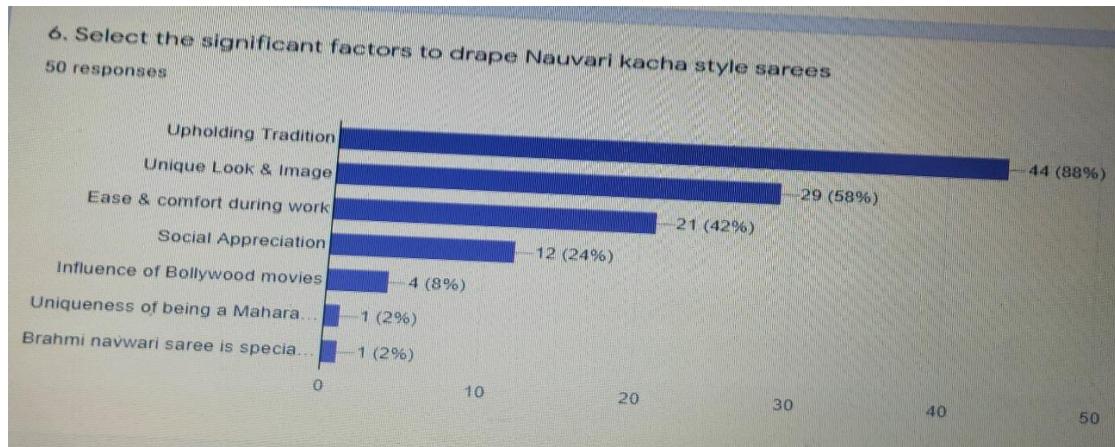
Graph-5 shows 56% respondents have draped or worn pre-stitched Nauvari.



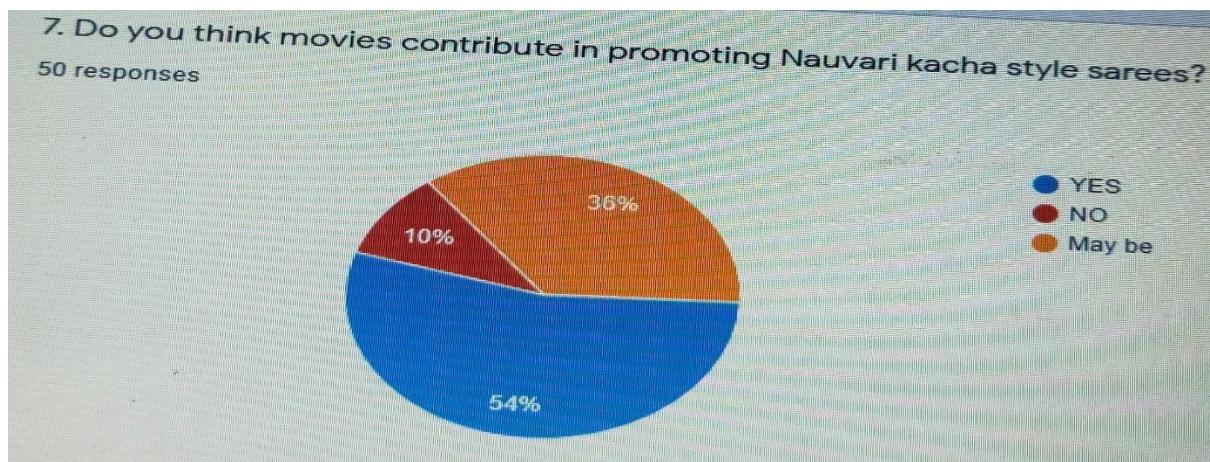
Graph-6 Describes the responses on awareness about Nauvari draping styles, 84% women know about Kashta style which is usually used in stage performance followed by 68% Brahmin style regularly draped by Maharashtrian Brahmin community.



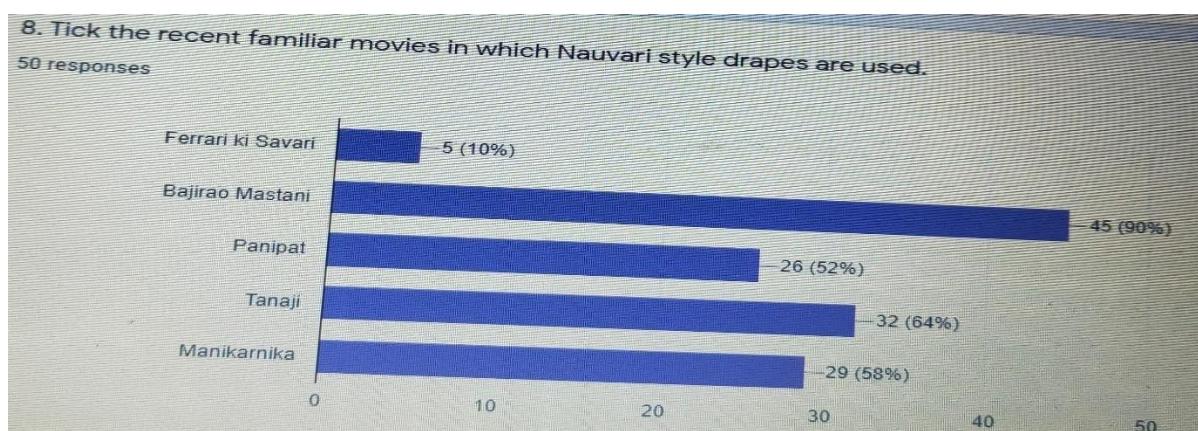
Graph-7 represents the significant factors to drape Nauvari sarees. 88% respondents believe it upholds the tradition, 58% women opine it gives a unique look and image, 42% women say it allows for ease of movement and comfortable.



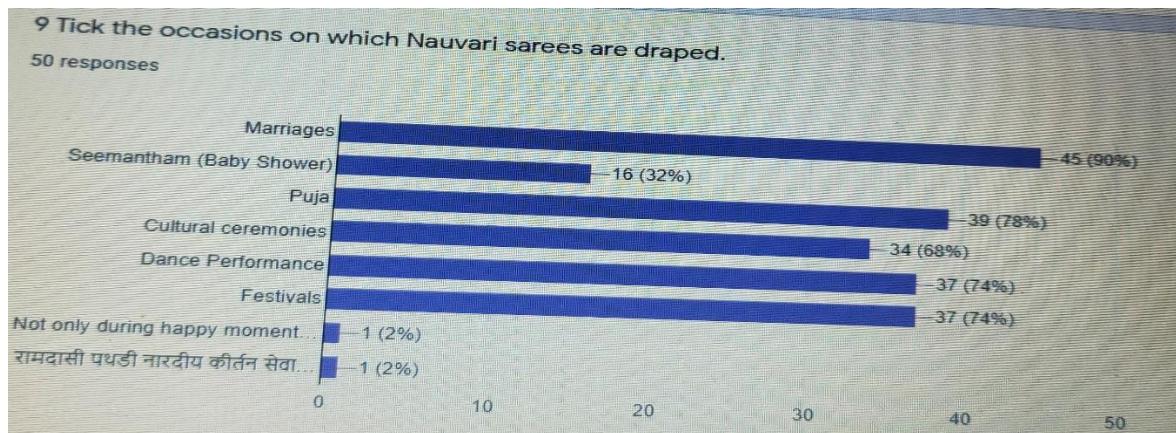
Graph-8 depicts 54% respondents believe movies play major role in promoting Nauvari kacha style drape.



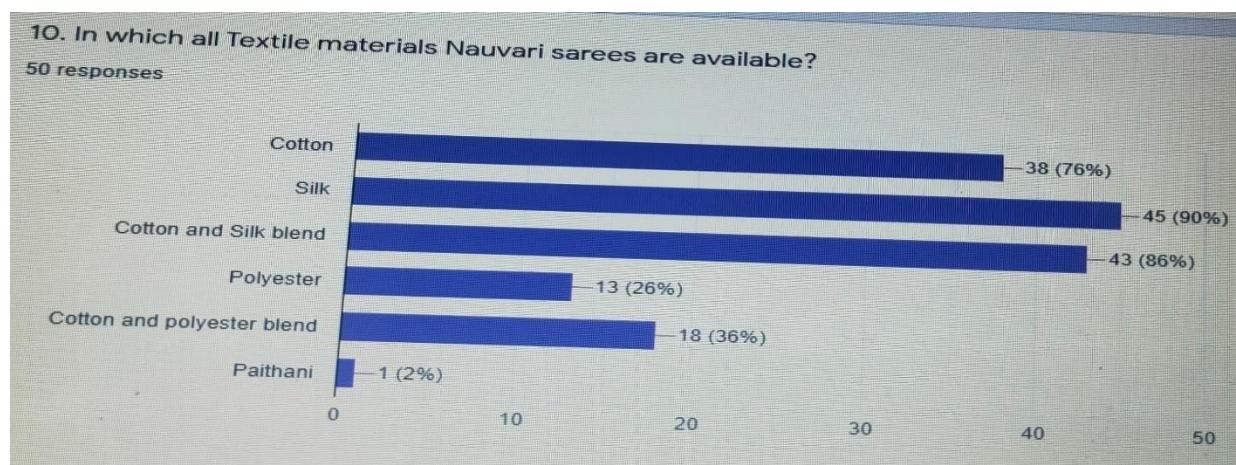
Graph-9 shows majority of respondents (90%) have seen Nauvari style sarees in the movie Bajirao Mastani, followed by the movie Tanaji (64%) and Manikarnika (58%).



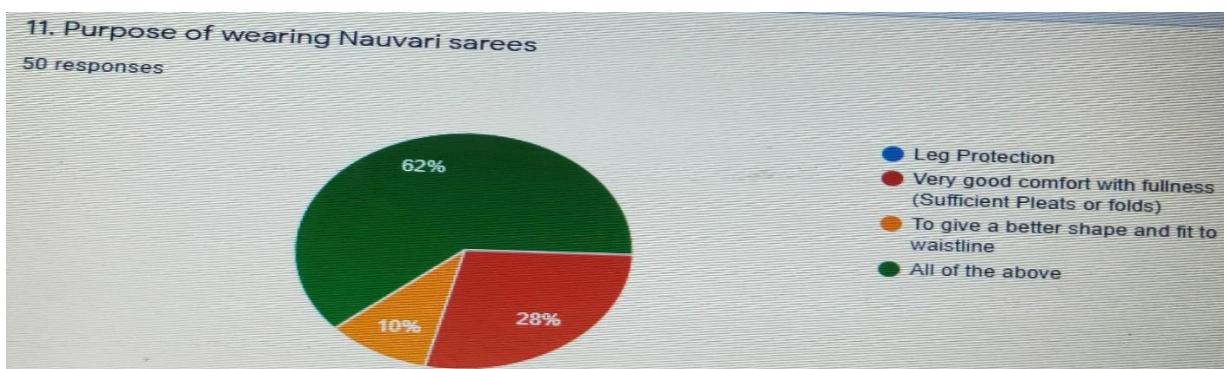
Graph-10 Describes the occasions on which Nauvari sarees are draped. Majority of Respondents (90%) say marriages, followed by 78% for Puja, 74% for Dance performance and festivals.



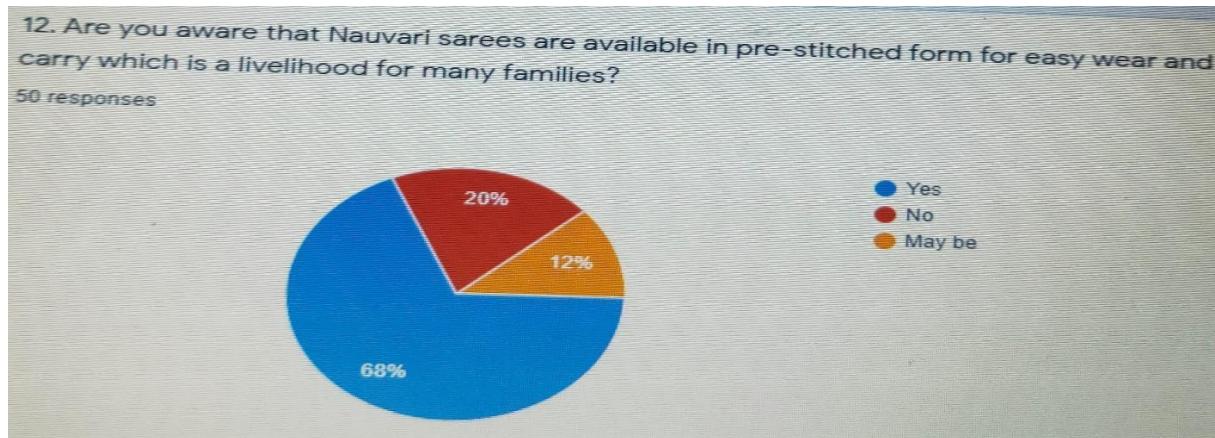
Graph-11 shows availability of Nauvari sarees in different textile materials, majority of respondents (90%) feel silk is the main fabric, followed by Blend of cotton and silk (86%) and Pure cotton (76%).



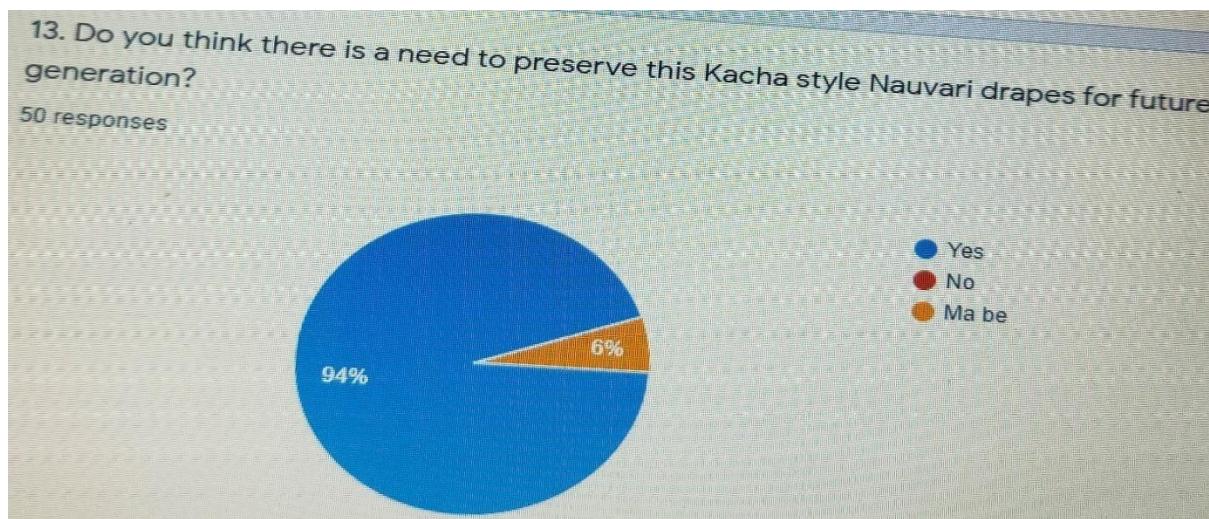
Graph-12 depicts 62% respondents feel purpose of wearing Nauvari is for the leg protection, Good comfort, and also to maintain waist shape.



Graph-13 shows 68% respondents are aware of availability of pre-stitched Nauvari sarees, which is an income generating activity for many families.



Graph-14 depicts the majority of respondents strongly agree there is a need to preserve this unique Nauvari style of saree draping for future generation which supports the scope of the study.



## SUMMARY AND CONCLUSIONS

Saree being a Classic style, lots of innovations can be made to popularise Nauvari sarees, to create employability, and also to preserve the culture for next generations. The study reveals that majority of respondents are aware about Nauvari saree draping style. They also believe that the draping style upholds the tradition. Many respondents know about availability of Ready to wear or pre stitched nauvari sarees which is an income generating activity for many families.

Bollywood Movies like Bajirao Mastani, Tanaji, Panipat etc have contributed in popularising these Nauvari sarees which in turn attract more youth community towards these traditional attires.

Hence there is a huge scope in the market for nauvari sarees with innovations to attract the youth to preserve the culture.

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